

Application for Southwest Montana Cooperative Marketing Funds

Please type:

Organization Name(s) Mainstreet Uptown Butte, Inc. Telephone 406-497-6464

Legal Address 66 W. Park Street, Suite 210 City Butte Zip Code 59701

Project Supervisor George Everett Telephone 406-565-2249

Address 66 W. Park Street, Suite 210 City Butte Zip Code 59701

Regional President Julie Shelton Telephone 797-3002

Tourism Region Southwest Montana

Project Title 2014 Montana Folk Festival

Total Budget for Project (taken from attached detailed budget) \$ \$725,000

Percentage of Cooperative Funds Requested 1.5 % Dollar Amount of Cooperative Funds Requested
\$ ~~\$10,000~~ 5000

Proposed starting and ending dates (maximum 1 year) : From March 1 To: July 15

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	\$ <u>25,000 5000 *</u>
b. Memberships	\$ <u>0</u>
c. Advertising Revenue	\$ <u>0</u>
d. Cash on Hand	\$ <u>0</u>
e. Other (please list)	
1. <u>Corporate Sponsorships</u>	\$ <u>285,000</u>
2. <u>Government and Foundation Grants</u>	\$ <u>250,000</u>
3. <u>Earned Income</u>	\$ <u>190,000</u>
TOTAL (should equal total project budget)	\$ <u>725,000 *</u>

Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

The Montana Folk Festival is a three-day celebration of traditional music, dance, regional art and ethnic and festival cuisine set for July 11-13, 2014. It has grown to be anticipated as an important economic engine for our region, and it also has grown into a major cultural event that draws attendees to Butte and Southwest Montana from throughout the region and Canada. What we plan for 2014 will be no exception with multiple stages presenting new music and dance performances and moderated talk/demonstration sessions, a participatory dance area, a Family Area, a Montana Folklife Area, local heritage and western traditions, crafts demonstrations and exhibits, regional and ethnic foods, and a festival folk arts marketplace. The First Peoples' Market that features the creative works of Montana's Native American Indian artists will also return.

We have positioned the festival as our region's "Open House" for the important summer season that invites travelers from surrounding states and Canada to come to Montana and enjoy this signature event before or after traveling to explore the national parks and all the attractions and outdoor recreational opportunities in between.

2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

Based on the information from attendee surveys about their economic activity, we believe that the festival brings \$25 to Montana for every dollar we spend. I have attached the 2013 survey to indicate that impact. The festival itself spends about .5 million each year to produce and market the event that is largely spent in the trade area for essential services such as sound and lighting, printing, lodging, and meals for performers and staff.

3. Target market for this project.

The Montana Folk Festival attracts 24 percent of its audience from out of state and marketing efforts are targeted to increase that percentage by advertising in the Spokane market, Calgary Alberta, Idaho Falls, Pocatello, Wyoming and throughout Montana. The demographic for the festival is broad, attracting attendees of all age groups, but the average attendee has been identified as a more affluent and female. Still, the Family Area entertains thousands of children each year.

4. Method of Project Evaluation

Each year we conduct an on-site survey of attendees to gather feedback to help improve and adapt the festival. This data is collected on site and then analyzed by the Institute for Tourism and Recreational Research at the UM in Missoula. We survey the festival site with aerial photography during the event to document crowds, parking patterns and other factors that help critique the festival.

PRINT ADVERTISING

Publication SW MT Travel Planner Issue Annual

Edition _____ Size of Ad Full Page Color Full

Publication Lively Times Issue June

Edition _____ Size of Ad Full Page Color Full

Publication Lively Times Issue July

Edition _____ Size of Ad Full Page Color Full

Publication _____ Issue _____

Edition _____ Size of Ad _____ Color _____

RADIO AND TELEVISION ADVERTISING (Circle the correct medium)

City of Location _____ Various _____ Area of Coverage Montana

_____ Length of Spot .30

Weeks of Play 20 Play Times TBD

City of Location Spokane, WA Area of Coverage Regional

_____ Length of Spot .30

Weeks of Play 20 Play Times TBD

City of Location Calgary, Alberta Area of Coverage SW Alberta

_____ Length of Spot .30

Weeks of Play _____ Play Times TBD

City of Location Idaho Falls Area of Coverage Idaho

_____ Length of Spot .30

Weeks of Play 20 Play Times TBD

PRINTED MATERIALS

Publication Program Guide Quantity 100,000
Color Full Paper Stock Newsprint
of Pages or Folds 48 pages Size Tabloid
Ad Sales (Yes or No) Yes Percentage 40 %
Distribution Plan (areas & method) Insertion in daily and weekly periodicals in June

Publication Pocket guide Quantity 45,000
Color 2-color Paper Stock Card
of Pages or Folds 2 Size _____
Ad Sales (Yes or No) No Percentage 0
Distribution Plan (areas & method) On site and in businesses in vicinity of festival

Publication Tri-fold Brochure Quantity 50,000
Color Full Paper Stock Card
of Pages or Folds 2 pages; tri-fold Size 8.5 x 11
Ad Sales (Yes or No) No Percentage _____
Distribution Plan (areas & method) Distributed through VICs and Certified Folder Display racks on routes in region

Publication Poster Quantity 3,000
Color Full Paper Stock Card
of Pages or Folds 1 page; no folds Size 11x 17 and 18x24
Ad Sales (Yes or No) No Percentage _____
Distribution Plan (areas & method) Volunteers distribute through Pacific Northwest

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).

**SOUTHWEST MONTANA REGION PROJECT BUDGET
2014 MONTANA FOLK
FESTIVAL**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$1,500	+	\$33,500	=	\$35,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,500		\$33,500		\$35,000
MARKETING/ADVERTISING:					
TV	\$2,500	+	\$7,500	=	\$10,000
Radio	\$1,500	+	\$1,500	=	\$3,000
Print	\$500	+	\$2,500	=	\$3,000
TOTAL	\$4,500		\$11,500		\$16,000
TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
Posters	\$500		\$1,000	=	\$ 1,500
Program Printing	\$500		\$11,200	=	\$11,700
Program Insertion	\$500		\$3,500	=	\$ 4,000
Rack Brochures	\$500		\$3,000	=	\$ 3,500
Marketing Supplies	\$500		\$1,000	=	\$ 1,500
Pocket Guides	\$500		\$3,000	=	\$ 3,500
Misc. Marketing	\$500		\$1,500	=	\$ 2,000
Social Media	\$500		\$2,300	=	\$ 2,800
TOTAL	\$4,000		\$26,500		\$30,500

REGION	2014 MFF TOTAL
--------	----------------

MONTANA FOLK FESTIVAL 2014

Draft Budget

As of December 16, 2013

		YEAR: 2014
		Cash Budget
Ordinary Income/Expense		
Income		
	EARNED INCOME	\$ 190,000.00
	GRANTS & CHARITABLE CONT.	\$ 250,000.00
	SPONSORSHIPS	\$ 285,000.00
Total INCOME		\$ 725,000.00
<u>EXPENSE</u>		
	COST OF GOODS SOLD	\$ 35,000.00
		\$ 35,000.00
	ADMINISTRATION	\$ 95,000.00
	OPERATION & TRANSPORTATION	\$ 139,400.00
	MARKETING	\$ 81,500.00
	MISCELLANEOUS	\$ 10,000.00
	PERFORMANCE PRODUCTION	\$ 270,000.00
	Total VENUE PRODUCTION	\$ 94,100.00
Total Expense		\$ 725,000.00
PROJECTED COST 2014		\$ 725,000.00
PROJECTED INCOME 2014		\$ 725,000.00
PROJECTED DIFFERENCE		\$